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| <b>Interview Summary</b> | <b>Application No.</b> | <b>Applicant(s)</b> |  |
|                          | 10/718,822             | CHIPCHASE, JAN      |  |
|                          | <b>Examiner</b>        | <b>Art Unit</b>     |  |
|                          | Venkat Perungavoor     | 2432                |  |

All participants (applicant, applicant's representative, PTO personnel):

(1) Venkat Perungavoor. (3) \_\_\_\_\_.

(2) Callie Bell. (4) \_\_\_\_\_.

Date of Interview: 17 September 2009.

Type: a) Telephonic b) Video Conference  
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.

If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1,37,70,71 and 78.

Identification of prior art discussed: US Patent 7343329 to Sharp.

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant discussed the invention, and provided clarification on how the user selects the physical item from a vending machine. And this physical item includes tattoos, jewelry, and wristwatches. This physical item has an storage element, e.g. RFID, that has the electronic item downloaded into it. The Examiner indicated to the Applicant to file a reponse clarifying the second selection of physical item to overcome the cited prior art.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/Venkat Perungavoor/  
Examiner, Art Unit 2432